HEWLETT-PACKARD COMPANY Intellectual Property Administration P.O. Box 272400 Fort Collins, Colorado 80527-2400

ATTORNEY DOCKET NO. 10005378 -1

IN THE

UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s):

Diane R. Hammerstad

Confirmation No.: 4199

Application No.: 09/768990

Examiner: Arthur D Duran

Filing Date:

Jan 23, 2001

Group Art Unit: 3622

Title: Delivery Of Time Significant Advertising

Mail Stop Appeal Brief - Patents **Commissioner For Patents** PO Box 1450 Alexandria, VA 22313-1450

TRANSMITTAL OF REPLY BRIEF

Transmitted herewith is the Reply Brief with respect to the Ex	aminer's Answer mailed onJune 14, 2006
This Reply Brief is being filed pursuant to 37 CFR 1.193(b) w	ithin two months of the date of the Examiner's Answer.
(Note: Extensions of time are not allowed under 37 (CFR 1.136(a))
(Note: Failure to file a Reply Brief will result in dismisstated new ground rejection.)	ssal of the Appeal as to the claims made subject to an expressly
No fee is required for filing of this Reply Brief.	
If any fees are required please charge Deposit Account 08-20	025.
I hereby certify that this document is being transmitted to the United States Patent and Trademark Office via electronic Filing. Date of Transmission: OR I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number (571) 273-8300. Date of facsimile: Typed Name: Raymond A Jenski Signature:	Respectfully submitted, Diape R. Hammerstad By Journal William Raymond A Jenski Attorney/Agent for Applicant(s) Reg No.: 31,267 Date: July 25, 2006 Telephone: 541 715 8441

Rev 10/05 (ReplyBrf)